Misleading TV Advertisements

948. SHRI MOTIUR RAHMAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government is aware of the misleading TV ads to promote Sona Chandi Chayavanprash and Boro Plus products;

(b) if so, whether Government has gone into the statements made by the manufacturers over the TV ads and if so, the details of findings thereof; and

(c) what action does the Government propose to check such misleading TV ads?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) No such instance has been brought to the notice of the Government regarding "Sona Chandi Chayavanprash" or "Boro Plus" products.

(b) Does not arise.

(c) At present, there is no regular surveillance mechanism for monitoring the content of all the channels. However, all broadcasters are required to abide by the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. As per Rule 7 (9) of the Cable Rules, all broadcaster are also required to follow the self regulation code adopted by Advertising Standards Council of India (ASCI), which deals with instances of violation of its Code. Moreover, with a view to look into the violation of the programme/advertising codes, the Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Cable Act. The Committee either *suo-motu* or on receipt of complaint, examines cases of violation of the Codes. If any violation is noted by the Committee, action is taken against the TV channel as per rules. Advisories, for strictly adhering to Programme and Advertising Codes are also issued to the TV Channels from time to time.

Courses Conducted by Satyajit Ray Film and TV Institute

949. SHRI SHREEGOPAL VYAS:
SHRI BALAVANT *ALIAS* BAL APTE:
SHRI RUDRA NARAYAN PANY:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what courses are conducted by Satyajit Ray Film and TV Institute;

(b) whether there is scope for more courses; and

(c) what steps are being taken to enable it to cater to the growing needs of the film industry?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) There are four courses conducted by the Institute:

1. Direction and Screenplay writing
2. Motion Picture Photography or Cinematography
3. Editing
4. Sound Recording or Audiography

(b) Yes, Sir.